

THE GLEICHEN CALL

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GLEICHEN, ALBERTA, WEDNESDAY

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REGULAR SESSION TOWN COUNCIL RECENTLY HELD

A regular town council meeting was recently held in the town office at which the mayor and all councillors were present. After the minutes of the previous meeting had been read the business proceeded.

It was announced that just as soon as the secretary could make the necessary collections a payment to the Gleichen Agricultural Association would be made for the land purchased from them at the time the irrigation reservoir was constructed.

C. W. Harrison made a bargain with A. V. Cocks for the barn and fences at the hospital site. He had paid Mr. Cocks \$5 on the deal the total amount which was to be \$35. The town now had judgment against the property for non payment of taxes. The councillors decided to keep to the bargain Mr. Harrison had made with Mr. Cocks and the secretary was instructed to accept \$35 to close the deal.

The Calgary Power franchise was the next subject brought up. The secretary stated he had failed at the power company's office while in Calgary and was informed that Mr. Gaherty would be in Gleichen and he would deal with the matter then but it would be a couple of weeks or so before the council would receive a copy of the proposed new franchise. The Gleichen franchise would be the first one to come up for renewal. The secretary was also informed that there might be changes as follows: a reduction of \$6 for 250 k.w.h. and anything over that 1 cent per hour. There would likely be no change in the street lighting. The council instructed the secretary to write the Calgary Power Co. and explain that the time was limited and that the council did not want to wait until the last minute. Plans and estimates had been received from C. Planché. It was decided to leave this matter until later as it was too big an undertaking to go into fully at this meeting.

It was reported that T. Planché was not very well satisfied with the treatment given to the sidewalk in front of his property, a special piece of sidewalk had been built specially to serve him. The council thought that if funds were available it would be good business to extend the sidewalk from the United Church Mans to the corner of W. Sutermeister's home.

The secretary reported that he had spoken to several people to clean up the rubbish on their property and have it hauled away.

Comment has been heard that the town had no authority to levy for fire insurance tax when the debentures were paid and that they could not levy for maintenance. The matter was not gone into but left over for another meeting.

R. W. Brown applied for approval for a restaurant license for his premises. This application was approved by the council.

A letter had been received from W. Sutermeister asking for a sign to be erected on the crossing between Gleichen Street and Eight Avenue, "Watch for children, drive slowly." The council were of the opinion that no attention would be paid to such a sign, but that if anyone saw what they considered reckless driving to report same to the town police department and they would take the matter up.

It was announced that the wooden rods had arrived at the Crown Lumber Co. yards and a bill for \$31.50 had been received. These were not needed now but as they had been ordered the town would have to keep them. The council ordered that they be stored so that they would not warp, and the lumber company be advised to dispose of them at the first opportunity.

Deliveries of cream to the creameries of the province continue to show a substantial increase over last year. Nearly 14 million pounds of butterfat have been received up to the end of July, compared with 12,500,000 pounds for the same period of last year.

Coal production in the province during June totalled 230,580 tons, compared with 220,532. Total production for the first six months of this year was 2,018,112 tons compared with 2,068,978 tons for the same period in 1932.

FLOWER DISPLAY SATURDAY BY HORTICULTURAL SOCIETY

The Horticultural Society's display of flowers will be held in the store adjoining S. Dafee's Coffee Shop next Saturday afternoon, August 18, commencing at one o'clock in the afternoon. It is particularly requested of all those who are going to exhibit flowers to kindly have them on hand by twelve o'clock at the latest. The committee wish to draw attention to all that this exhibition is open to the country people as well as townspeople and from present indications there will be quite a few exhibits of flowers from the country. The committee specially request of everyone who has a garden to send in a display of something no matter how small. There may be some people who have certain kinds of flowers that may be better than others, or they may have flowers that no one else has. If so bring them along so that all may see.

This display will be for flowers only and there will be no prizes given. This year none of the exhibits will be sold but will be returned to the people who sent them if they so desire. Last year a number of people did not display their flowers possibly owing to the fact that they had the idea others would be better. The committee hope that this will not occur this year.

The idea behind this exhibition is to show what can be done in this district with water and to create interest in flowers. The general public is invited to attend this show and it is expected that every one who can will avail themselves of the opportunity to do so.

PROVINCIAL NEWS

issued by the Publicity Commissioner, Govt. Buildings, Edmonton

The recent action of the U. S. government in deciding to admit Canadian coal without duty, will it be levied, being new business to Alberta coal mines, both domestic and foreign. The Alberta government trade commissioner has recently been advised of the new arrangement.

Farmers growing sugar beets under contract with the Raymond sugar factory have recently been paid a bonus on their 1933 crop which brought the total price per ton to \$5.05, compared with the price of \$5.83 received for the 1932 crop. A further bonus is possible later in the fall.

Announcement of the intention of the Dominion government to proceed with the completion of the new mountain highway connecting Banff and Jasper national parks in the Alberta Rockies, is received by Alberta people with considerable pleasure. With the announcement comes the statement that labor will be recruited from unemployed ranks at regular rates of wages, which it is believed will assist in relieving the unemployed situation. The new highway in three years, will be one of the finest scenic routes in the world. Some 40 miles have already been completed on the Jasper end, and 17 miles on the Banff end of the route.

Announcement is made by Hon. F. S. Griesdale, minister of agriculture, that the school of agriculture at Vermilion will be re-opened this fall, provided the registration of students is sufficient to warrant it. The school at Olds will continue to operate.

The provincial technical school at Calgary enjoyed a successful season, a total of 731 students being registered in the past term. In addition 447 unemployed attended 23 classes offered, being given instruction by 36 instructors acting without salary. The school is now conducting a course in aerodynamics, the only course of its kind given in Canada. It is planned during the coming term to design and build a complete airplane.

GASOLINE TAXES INCREASING

An increase of 25 per cent in four

years in the average of gasoline taxes paid by motorists in Canada is recorded in figures of the Dominion Bureau of Statistics for 1933 just released. From 1930 to 1932, the average tax in Canada was 5.44 cents per gallon. This year the average is 3.77 cents per gallon which equals approximately one quarter of the selling price of popular grades in various sections of the Dominion.

Taking a three year average from the bureau's last official figures covering the total selling value of new cars produced in Canada at the works, or the period 1930-32, the last available, the average per annum totals \$61,097,512. In the same three year period motorists—ten per cent of the population—have paid out annually, an average of \$44,420,707 in gas taxes and licenses, or equivalent of 70 per cent of the former figure, every year.

At the same time, while the gasoline tax has increased by 2 per cent, the selling value of cars at the works has dropped from \$91,776,806 in 1930 to \$88,559,796 and gasoline consumption has declined from over 600 million gallons in 1929 to 484,223,000 gallons in 1933.

Study of the bureau's figures show a trend to decline in the consumption of gasoline almost simultaneously with the increase in the taxation of this product which originally, was imposed to pay for highways but which, now, in most provinces, is being absorbed into revenues to be used for general purposes.

Alarmed at the persistent increase in the taxation, motor executives throughout Canada are indicating to their respective governments that some alleviation will inevitably lead to the more extensive use of automobiles and that this will result to the benefit of provincial treasuries.

PRUNING FLOWERING SHRUBS

(Experimental Farms Note)
Shrubs should be pruned to promote development of strong branches and good foliage. Old or dead wood should be removed particularly from the centre of the bush, so that light and air may circulate freely. If the new growth is too crowded this should be thinned out.

It is not advisable to "trim" a shrub all round as this tends to make the growth more dense and the graceful habit of the shrub is lost. Old coarse branches that have grown too long can not be shortened but as a general rule growth should be cut out

CONSERVATIVES OF THIS RIDING APPOINT OFFICERS

At the Conservative convention of the Gleichen constituency, held in Strathmore last week the following officers were elected: Honorary president, Rt. Hon. E. B. Bennett; honorary vice-president, D. M. Duggan; president, E. N. Ridley, Strathmore; first vice-president, W. McConnell, Gleichen; second vice-president Mrs. R. Stone, Rockyford; secretary-treasurer, H. Prestwick, Gleichen.

The executive consists of S. J. Hedges, Nanaka G. Jackson, Chedoke, P. Halam, Irricana, R. Dobson, Gleichen R. Stone, Rockyford; J. Homet, Standard A. Gosling, Dalmead; A. Layzell, Shepard, and Mrs. Myers, Garfield. The executive has power to add.

A. Layzell was chairman of the meeting and F. Pow, secretary-treasurer.

The speakers were D. M. Duggan, M. L. A., J. W. Crawford, president of Calgary Conservative Association, and Dr. G. D. Stanley, M. P. A large and representative gathering was present.

MRS. EDEN TRUSCOTT

After a lengthy illness Mrs. Eden Truscott passed away at the home of her daughter, Mrs. Nicholas, last Thursday. Some eight months ago Mrs. Truscott had a stroke and was confined to bed since that time. About three weeks ago she took another stroke and gradually sank until she passed away Thursday morning, at the age of 69 years.

She was born in Cornwall, England and came to this district 24 years ago where she has resided continuously ever since Mrs. Truscott is survived by one child, Mrs. Nicholas, her husband having predeceased her two years ago. The funeral took place Friday afternoon with Mr. E. Phillips of the Baptist church, conducting the services, after which interment took place in the Gleichen cemetery.

either from the ground or within a few inches of it.

Spring flowering shrubs form their buds early in summer for next season's bloom so that pruning must be done immediately after the bloom is over. If delayed until winter many of the flower buds will be destroyed and next year there will be little bloom.

Among the shrubs that should be treated in this way are lilac, mock orange, spirea and viburnum. A fairly safe rule is to remove one-fifth of the older stems each year. In lilacs the difference between the size of the flowers on old wood and that of younger branches, is so great it is difficult to believe they come from the same bush.

Summer bloomers which bloom on shoots of the current season's growth should be pruned when dormant so that strong new growth is formed in spring; hydrangea paniculata, hydrangea and hybrid nuptial roses and Tamarisk come under this class. Hydrangea arborescens is cut down to the ground each year at the Central Experimental Farm and makes new growth and blooms next year.

Many rose species, barberries and bush honeysuckles only need the dead wood removed. Old plants of rose rugosa should have the old wood cut out near the base so that new strong shoots will grow and renew the plant.

A colored hockey team of Minneapolis is endeavoring to arrange hockey games in Alberta for next winter. This negro team is the only colored hockey team in the world and two years were taken in organizing the arrangement. The team proposes to have a tour of Canada. No doubt the Gainers would be exceedingly glad to accommodate them to a game on Gleichen ice, if the price is not too high.

FROM THE FILES OF GLEICHEN CALL TWENTY YEARS AGO

Gleichen is not behind the times even when it comes to war as shown by the following dispatch forwarded to Hon. Sam Hughes at Ottawa: "E. A. Wyndham of Gleichen offers to

Refined Gasoline CRYSTAL CLEAR AND ODORLESS FOR 15c per gallon

Plus tax, F.o.b. our Gleichen Warehouse
Elimination of costly duplicate handling whereby we haul direct from the Calgary refinery, makes a big saving which is passed on to our customers in the above price per gallon.

We also have ROYALITE NAPHTHA from Turner Valley, which is the best produced from that district at 12½c per gallon plus tax

R. S. McQUEEN
Agent For Imperial Oil Ltd.
PHONE 37 - - - GLEICHEN

Notice to Threshermen Licenses Now Due

All operators of Threshing Rigs and Combines are Required to Register each season with the Department of Agriculture at Edmonton, and obtain a License to Operate, the Fee for which is ONE DOLLAR. This fee is now due and Payable for the Season of 1934.

All those Operating Threshing Rigs or Combines Without Such License are Liable to Prosecution.

Application for Licenses should be made at once to municipal secretaries or to

DEPARTMENT OF AGRICULTURE
EDMONTON ALBERTA

raise and equip with horses and saddles fifty mounted infantry for service wherever required." Signed C. J. Bray, mayor of Gleichen, T. H. Beach, chairman of committee.

Biggar, J. P. Lawrie, Stan Taylor, C. S. White, A. White Oto and E. F. Wheeler of Nanaka have returned home from their fishing expedition. They had plenty of sport.

F. Scott was seriously ill the first of the week, but is now getting better.

The entire town of Cluny was at the station on Wednesday afternoon to see Edwin Forsyth of on a trip to his home in the east. He was the best player on the Cluny ball team.

The Gleichen-Shepard cut off is now in regular use for passenger and freight trains.

No. 1 Northern went 88c; No. 2 No. 3; feed oats 22; maiting barley 45c; flax 11½.

Mrs. Lillian Moss has gone to visit relatives at Scottfield for a couple of weeks.

By overturning of an auto Mrs. F. Hill of the Buffalo Hills recently sustained severe injuries.

Mr. and Mrs. Tucker and child leave tomorrow for Seattle, where they will reside in future. Mr. Tucker has long been bookkeeper for the Southern Alberta Land Co.

Bargains

FOR
HOLIDAY TIME
TO
PACIFIC
COAST

from Port Arthur and West to Nelson Revelstoke and West
AUG. 15 to 25 inclu.

Return Limit
21 DAYS

Good for stopover at Banff, Nelson and points West.

Good in Coaches
with additional charge
For Tourist Sleepers

Apply Ticket Agent
CANADIAN PACIFIC

You'll Always Remember her as "PEG" MARION DAVIES

in
"Peg O' My Heart"

\$8,000,000 to spend! What would you do if you were poor, simple Peg?

No wonder this stage play made audiences laugh and cry all over the world

AT 7.30 AND 9 P.M.

NEWS COMEDY

GLEICHEN COMMUNITY HALL

The Gleichen Flour Mill

A robin and a bluejay
Were laughing in the shade,
In the corner of conversation
The bluejay wisely said.

"A lucky thing for Gleichen,
To have a mill like this.
It brings a lot of trade here,
That we otherwise would miss."

"O, yes," the robin answered,
"Your statement is quite true,
But the most important feature is,
It helps the farmers too."

WILL BE IN GLEICHEN
EVERY MONDAY

At The McKay Hardware
Good Watch, Jewellery and
Clock Repairing

A Complete Line of
Jewellery in Stock

At All Times
P. B. DISCHER,
Jeweller - - - Gleichen

The Leader for Over Forty Years

"SALUDA" TEA

"Fresh from the Gardens"

Conscience And The "Talkies"

Hollywood and the motion picture industry have been occupying even more than their accustomed share of the newspaper spotlight during recent months—and to some effect. There are indications the results of inquiry and publicity will have a salutary (if not salutary) influence upon the product distributed for the entertainment and edification of the theatre-going public.

The tremendous potency of the "Talkies" as agents for popular uplift, perhaps transcending that of the pulpit or the press, has found all too belated recognition in official quarters. Steps should have been taken, years ago, to ensure the influence exerted should be for good, for the elevation, not the debasement, of public taste. Institution of a more direct and rigid censorship at the source of supply now, appears very much like closing the stable door after the horse has been stolen. Much harm has been done already.

Death of Dillinger, who had the unenviable notoriety of being classed as "U.S. Public Enemy No. 1", just as he left a Chicago theatre where a "crime" picture had been shown, came as a somewhat lurid commentary upon the feature of the business which has been engaging public attention. "There had been a surfeit of 'crime' films—pictures which, despite the anonymity of a little sickly sentiment, had tended to metamorphose the 'public enemy' into the 'public hero', to throw a romantic glamor around the gangster and his 'Moll', to sugarcoat the sordid and the subversive. The morbid and degrading curiosity of the mob which battled for sanguinary souvenirs of the dead Dillinger (the blood-stained garments and battle-spattered paving stones) can be construed only as a species of hero-worship—a hero worship gone haywire, become depraved and distorted."

The "crime" picture had been accompanied by an apparently endless string of "sex" films. It was only right, therefore, and to be expected, that the Dillinger climax to the first should be paralleled by an equally sensational climax in the case of the second. The "sex" series ended in a notorious "morals scandal" trial which occupied the attention of a Hollywood court at the very time police were ending the hectic career of the gangster.

There is no gainsaying that presentation of crime and sex in the average film has been anything but a healthy influence; nor can it be gainsaid that the sole criterion of motion picture production in the past has been box-office receipts. Such a criterion inevitably led to over-emphasis of sensationalism, the featuring of the thrill; and the anonymity of a little moral sentiment has never been applied in sufficient dosage to neutralize the possible evil effects upon impressionable minds of scenes and sounds of doubtful moral quality.

Action finally has been taken to impose a new and stricter censorship upon the film industry, which proposes to expurgate the more harmful features of Hollywood box-office attractions placed in circulation. The censorship will apply not only to the pictures themselves, but also to the stories procured for film purposes.

Concerning the average story submitted and accepted, there apparently is a reason why they should be trite and commonplace both in theme and presentation. Apparently, there is a premium upon the banal. James R. Gregson, noted playwright and actor, has been giving some rather cynical advice upon "How To Write A Talkie" to readers of the Leeds (Eng.) Mercury. He advises aspiring scenario-writers never to try for style, and never to write like a Galsworthy, a Hardy or a Maecius Ford; bare-bones and nothing more is wanted. He concludes in this vein:

"Never mind feeling ashamed of the story—send it off at once before your conscience gets going. And as soon as you've sent it off, start on another—or the same one made slightly different. When your first story comes back from the first film company, send them the second and send the first to another firm. When you have about a dozen stories, keep them circulating. Don't hesitate about sending the same people a story which they have once rejected. They have probably changed their reader in the meantime."

Apparently the motto for those who seek this way to wealth is: "Abandon conscience those who wish success."

Receive Big Salaries

Motion Picture Stars Receive More Pay Than U.S. President

The United States motion picture industry, even while suffering a loss of \$19,589,393 last year, was shown to have given 130 people larger salaries in 1933 than that received by President Roosevelt.

Three others equaled Mr. Roosevelt in the salary he would have received without his government pay cut—\$75,000.

The peak yearly pay cheque for the industry, \$315,000, was paid to an unnamed actor. The second highest, a salary of \$306,250, was paid to an "artist" who received \$10,000 a week when he or she was working.

These figures were contained in a report of N.R.A.'s six months' study of the producing, distributing and exhibiting branches of the film industry.

In his youth, George Washington made a trip to Barbados in the West Indies.

Some animals of the same species have more ribs than others.

University Gets Radium

Was Most Valued Possession Of Late Madame Curie

The late Mme. Marie Curie's most valued possession, a gram of radium purchased for her in 1921 with funds raised by a committee of American women, has been passed on to the University of Paris with the stipulation that her daughter, Irene Curie, be permitted to use it at will.

Mrs. William Brown Meloney, chairman of the Marie Curie radium fund, said she received word of this fact.

Mme. Curie's daughter is herself a distinguished physicist, having virtually grown up in her mother's laboratory and serving as her principal assistant for years prior to Mme. Curie's death on July 4.

Mrs. Meloney expressed a belief that the radium constituted the only property of value left by Mme. Curie, with the exception of a meagre bank account, a plot of land in a Paris suburb and personal effects.

Hunting coyotes with aeroplanes has become a popular sport in Montana.

Looseness Of The Bowels During the Summer Months

It is seldom, during the summer, that most people are not troubled with some form of looseness of the bowels. Generally it develops into Diarrhoea, Dysentery or Summer Complaint, and has a tendency to weaken the system.

Do not check the discharges too suddenly. Do not experiment with a new and untried remedy, but take Dr. Fowler's Extract of Wild Strawberry, a remedy that has been used by thousands of families during the past 88 years.

Do not accept a substitute. Be sure and get "Dr. Fowler's" when you ask for it.

Put up only by The T. Milburn Co., Ltd., Toronto, Ont.

THE GLEICHEN CALL, GLEICHEN, ALBERTA

INFORMAL PICTURES OF DUKE AND DUCHESS OF MARLBOROUGH



With the recent passing of the Duke of Marlborough at the age of 82, the Marquis of Blandford (left) becomes the tenth Duke. At the right is the new Duchess of Marlborough, photographed at one of the recent important race meets which she attended with the Duke.

Giant Mersey Tunnel

Huge Engineering Feat Is Formally Opened By The King

The world's longest underwater roadway, the giant new Mersey tunnel between Liverpool and Birkenhead, was recently formally opened by the King.

His Majesty pressed a golden switch which rolled back huge green and gold curtains, and formally declared open what has been called the greatest engineering feat of modern times. The tunnel has four lanes for vehicles and broad sidewalks for pedestrians.

"Who can reflect without awe on that will and power of man which in our times has created the great bridges of the Thames, the Forth and the Sydney harbor, and has driven also tunnels such as this in which many streams of wheeled traffic may run in light and safety below the depth and turbulence of tidal waters bearing the ships of the world."

The tunnel is named the Queensway in honor of the queen.

It was conservatively estimated that more than a million persons were present.

The tunnel has been under construction for nine years. Outside of the actual boring the chief difficulty encountered was that of ventilation. The total cost is estimated at \$35,000,000. The tunnel contains a three-mile roadway of special cast-iron sections.

Building Activity At Coast

Considerable Construction Work Going On In British Columbia

Considerable activity is noted just now in British Columbia construction circles. Road-building, theatre building and home-building are noted in contracts recently signed, while largest of the enterprises is a new mill of the Great Central Sawmills, Great Central lake, which is being built at Port Alberni. Cost of the plant is estimated at about \$200,000, and an average of 500 men will be employed.

With the exception of buckwheat, the grains ground in Canada during May, 1934, were lower than in May last year. The amounts in bushels, with the comparative figures for May last year in brackets, were, wheat, 5,258,707 (5,559,063); oats, 578,206 (621,591); corn, 144,344 (194,404); barley, 47,978 (49,211); buckwheat, 3,808 (2,744), and mixed grain, 736,298 (1,021,874).



HUSBAND: "Those people who are too lazy to climb up here don't know what they've missed!" —The Humorist, London.

Chance For Canadian Girls

Australian Lacemaker Hopes Someone Will Copy His Designs

"For the instruction of Canadian girls" an Australian lacemaker, William Blacker of Home Creek, Queensland, has sent to Canada a specimen of lace and two hand-carved silver rings. They are in the hands of Col. Wilfrid Bevey, president of the Canadian handicrafts guild, at McGill University.

In the letter which accompanied the specimens, Mr. Blacker explained he learned to knit and to make fishing nets during a long illness in his boyhood, and later used this experience to make lace after an idea of his own. The inspiration for the wood carving, he said, was gained through watching Australian aborigines at their work.

Mr. Blacker complained that very few of the girls with whom he has come in contact in Australia have the necessary proficiency in knitting and net making, and they have not the time to learn; so he fears that his skill in lace making will be lost. Thinking that, because "of the long, cold winters" in Canada, the girls here may be more ready to stay home and knit, he sent samples of his craft and expressed the hope that some Canadian girls "who take an interest in artistic matters may enjoy trying to produce something that will be a novelty."

Scientists Are Puzzled

Striped Tree In California Is Producing Pink Lemons

Pink lemons are being grown in California. They are growing on one tree in a grove which has become a Mecca of astounded scientists who gaze at this phenomenon with awe and periodically and gravely pinch themselves. The skin and fruit of the lemons are a vivid pink, but this is not the only strange feature about the tree. The trunk and branches are striped, while some of the branches are white and others green. The white boughs are quite barren.

Canada is specifically mentioned in an order issued by the German government respecting the importation of fruit into Germany. All imports from the Dominion must be shipped direct to specified ports and be subject on arrival to inspection for San Jose scale and railroad weevil.

The shortest route from New York to China is over the North Pole.

Chantecler

CIGARETTE PAPERS

DOUBLE AUTOMATIC BOOKLET only 5¢

Well Known "Mountie" Chosen

Corporal Stallworthy Recommended To Shackleton As Weather Expert

When Edward Shackleton, leader of the Oxford University expedition to the Arctic this summer, asked the Canadian government for an experienced expert on conditions in the frozen wastes of the far north, Corporal P. H. Stallworthy of the R.C.M.P., formerly a constable in Alberta and now at Ottawa, was immediately named.

Famed for his exploits in the lonely Ellesmere Island district, Corporal Stallworthy will accompany the expedition to that territory where it is planned Shackleton will establish the base.

Five years in various parts of the Arctic and his splendid work on the Bache peninsula where, at one time he was marooned for a whole year, have fitted Corporal Stallworthy for this new post he will fill.

Last November, Miss Hilda Austin, daughter of the rector of St. Catherine's church, Edson, married Mr. Stallworthy and during his absence in the north she will remain in England with her husband's parents. The expedition planned the journey into the north from the European side and while in Ellesmere land will make an attempt at reaching the north pole.

Huge Producer Of Gold

Expect Soviet Output Will Be Second Largest In World

Soviet Russia now ranks as the second largest producer of gold in the world as the result of spectacular output gains in the past two years, the most recent estimates, official and otherwise, indicate.

The 1,000,000 two ounces of gold which the Soviet Union is expected to produce this year would outstrip both Canada and the United States, long rivals for the position of runner-up to South Africa. Russian output in 1933 is officially placed at 2,489,000 fine ounces by the government, a gain over 1932 of 142 per cent, and more than twice the annual average of Czarist days.

The Soviet government claims to have spent more than 500,000,000 rubles in the past four years on the gold mining industry. Its foreign orders for gold mining machinery have grown visibly. Officials of the Bolshevik regime assert that Russia's gold deposits are well-nigh inexhaustible and that the U.S.S.R. some day will exceed even the Transvaal, richest gold source ever found.

Tree Planting Plan

Shelter Belt 100 Miles Wide From Canada To Texas To Be Planted

United States Secretary of Agriculture Henry Wallace announced that work would begin immediately on a \$75,000,000 project to plant a forest shelter belt 100 miles wide extending from the Canadian border to Texas.

President Roosevelt in an executive order, signed July 11, allocated \$15,000,000 of emergency funds to begin work.

An Appropriate Text

Before beginning his sermon on Sunday evening a certain minister said that he was sorry to have to complain about the congregational offertories, but he felt bound to make a protest and an appeal. "In last Sunday's collections," he said, "there were no fewer than six buttons. I hope such a thing will not occur again."

Then turning to the Bible, he announced the text: "Rand your hearts and not your garments!"

Soviets Find Salt Mountain

Described as "an immense dome of salt," a mountain has been discovered by Soviet prospectors in South Tajikistan, near the Afghan border. It is named Hozhda, is 24,000 feet high, and believed to contain about 30 milliard tons of pure white salt. Mining will be started at once.

To Save Sugar Crop

Flies Brought From Brazil To British Guiana By Air Mail

Three men nearly lost their lives on a journey of 1500 miles to bring some flies from the interior of Brazil to Georgetown, British Guiana. The flies, it is hoped, will save the chief product of this British colony—the sugar crop. In six special packages the flies have travelled 500 miles down the River Amazon to Para by fast motor launch, and then 1,000 miles by air mail. They have been brought to fight the moth borer, a pest which at present destroys about 20 per cent. of the sugar crop by burrowing through the sweet cane. They are "Amazon flies," and their existence—and partiality for moth borers—was discovered after two years of research by Dr. J. G. Myers, of the Imperial Institute of Entomology. Dr. Myers set out to bring a "force" of these flies with a number of assistants, and has had an adventurous journey. The launch in which he brought the flies down the Amazon had to be carried on a bullock wagon over twenty miles of mountainous country. Once the boat was swamped in rapids, and Dr. Myers and his two chief assistants had a narrow escape from drowning. All the scientific instruments for the expedition were lost. But the flies were saved and, if conditions suit them, they should obliterate the moth borer.

Puzzle Has Been Solved

Japan Bought Scrap Iron For Manufacturers At Home

Several months ago the American Jingo press reported that Japanese merchants were buying scrap iron in this country and elsewhere, giving detailed information as to ports of loading and shipping lines. It was conjectured that Japan was using this method to procure cheap iron and steel supplies for the manufacture of war material, and sentimental tears were shed over the fate of ocean liners like the Baltic and the Magantic, which were reported to have been bought and dismantled for this ignoble purpose.

Since then American agents in Japan have made the amazing discovery that the Japanese authorities were selling this scrap iron to manufacturers at home. The secret is out. Tokyo has purchased three-quarters of a million tons of idle shipping abroad for \$5,000,000 f.o.b. It will not be long before the old ships return to the American market as \$100,000,000 worth of automobiles, \$4,500 radios, etc.—New York Post.

Cancer Diagnosis

A new aid in the diagnosis of cancer was claimed in Russia by Professor Taitovich in the form of chlorine injections in the blood. Taitovich reported that by this method he was able not only to diagnose the disease but also discover persons predisposed to cancer.

Flour production in Canada for the month of May this year amounted to 1,175,433 barrels, exceeding the amount for the previous month but lower than that for May last year when 1,331,101 barrels were produced.

"Many a young woman," says Dorothy Dix, "has helped her husband to the top of the ladder." Sure, and then decided to hang the picture elsewhere.

Improves flavour of meats, fish and vegetables. Pays for itself many times over. All dealers, or write—

Canapar Paper Products
SHEPPARD AVENUE
SHEPPARD AVENUE
SHEPPARD AVENUE

W. N. U. 2057



Calgary Dry

The West's Finest Ginger Ale

A RITZY RECEIPE
FOR BIG THIRSTS
ON SUMMER DAYS

UNION-MADE BY
CALGARY BREWING & MALTING
COMPANY, LIMITED

Two Other Favorites
Orange CRUSH
AND
CRUSH Rickey

Insist on Genuine
BUFFALO BRAND

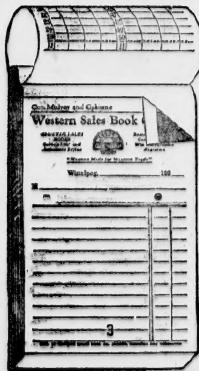


Mrs. Secretary of The Treasury

Now a days it is becoming more and more the practice, particularly among the younger people, to regulate expenditure of income by the budget system. To the wife is delegated the task of keeping the family expenses within set limits—she is the real secretary of the family treasury. She must count the pennies and stretch them to their utmost buying power.

The modern woman knows how to make a dollar purchase one hundred cents' worth of value. She reads the advertisements in her newspaper and notes what is being advertised that she needs. She scans them closely to know what is newest and best in clothes, in foods, in utilities that will make the home work easier, the little luxuries that will make it more comfortable. Yet her purchases are regulated by the budget—advertising helps her to keep within bounds.

Such is the value of advertising to the woman in the home. It is her faithful adviser, ever ready to tell her what, when and where to buy and how much to pay.



For Counter Sales Books See us

Prices went up lately
Better order your
supply now

The Gleichen Call

Town & District

Mrs. E. Pinder left for Banff last week where she will spend a holiday visiting Mrs. J. Blackburn.

John to Mr. and Mrs. Charles Jones of Cluny, daughter, on Wednesday, July 8th.

C. W. Harrison has a field of oats that demonstrates what irrigation will do. Part of the field that he watered last fall and this year shows a wonderful growth, much more so than that watered this year only.

The part of the field that got no irrigation whatever looks very bad indeed. He states that his oats should run over 60 bushels to the acre.

Sunday evening a splendid shower of rain fell on the district. Again Monday afternoon and evening another downpour thoroughly soaked the ground.

Mrs. J. Black was recently called to the bedside of her mother, Mrs. L. Graham, at Provost, Alta., owing to serious illness. News comes to Gleichen that Mrs. Graham passed away Sunday morning at Edmonton, at the age of 68 years. She was a native of Lucknow, Ontario, and came to the Provost district in 1910. In 1917 she took over the management of the Alberta government telephone office a position she occupied until recently. Her husband predeceased her many years ago. Two daughters survive her, Mrs. J. Black of Gleichen and Mrs. H. Feizell, Provost.

Mr. and Mrs. H. Scott announce the marriage of their third daughter, Verna Alida Morrow, to Mr. Clifford Alexander Thompson, both of Gleichen, on July 4th, 1934, by Rev. Rex Brown, Calgary.

When the rains hold off and the rivers shrink, and crops wither under the blazing sun, the motor car suffers along with everything else. This, at least, was true in Great Britain where the long prevailing drought has been a serious affliction. So much so indeed that the House of Commons was constantly debating ways and means to preserve the water supply. Householders were forbidden to use water from taps or hydrants for washing cars. Garages using hydraulic hoists were officially begrudged the thirty gallons required every time a car was lifted from the floor. It was even suggested that a veto be placed on the holding of any Concours d'Elegance, because to prepare cars for such events a large quantity of water is necessary. To this suggestion one magazine replied "If, in addition, motorists will refrain from adding water to their batteries, we feel that the drought problem will be solved."

Mr. and Mrs. Nicholas wish to thank their many friends for their kind assistance during Mrs. Truscott's illness and also at the time of bereavement.

NOTICE

TOWN OF GLEICHEN
Notice is hereby given that it is the intention of the Council of the Town of Gleichen to undertake the following local improvement and a by-law has been passed to that effect.

To construct a sewer line from the manhole at the intersection of Crowfoot Street and Eighth Avenue, thence southerly on Eighth Avenue to the high point which is approximately three hundred feet (300 feet) more or less distant from said manhole.

A special frontage assessment of 10 cents per foot has been adopted to be levied against the lands abutting on that portion of Eighth Avenue where the sewer will be laid, according to the number of lineal feet thereof of the several lands fronting on Eighth Avenue until the cost of the sewer and the cost of construction to each property line is paid.

Unless the majority of the property owners of lands that may be assessed therefore, representing at least one half in value thereof as aforesaid, petition the council against the same before September 5th, 1934, this local improvement mentioned herein will be undertaken and the cost thereof assessed by the system of assessment referred to in this notice.

Dated at Gleichen, Alberta, this 14th day of August, A.D. 1934
M. MURRAY,
Sec.-Treas.

ADVERTISING CUTS PRICES
Persons who have not given the subject of advertising serious thought may be inclined to believe that standard products could be sold cheaper if the manufacturers did not spend so much money in advertising them. The contrary is the truth.

Every concern which seeks a general market for its goods finds it necessary to set aside a certain sum each year for advertising, and this is charged as a part of the operating expenses, the same as rent, fuel or in-

MISCELLANEOUS ADS.

FRESH COW—For sale. Phone No. 1120, Mrs. J. C. Hutchison.

FOR SALE—McCormick Deering 16-foot combine, swather, and pickup, used very little. A real buy at \$1000. Phone 175, W. C. Hitchner, High River, Alta.

FOR SALE—Good Young cow, fresh end of August. Apply J. C. Buckley.

FOR SALE CHEAP—One cook car in good condition with stove and some dishes. One bunk car with good trucks. Apply L. Michael. 194

STRAYED
On the premises of W. Whitaker, Cluny, Alta., one bay gelding, white spot on forehead, four years old. N branded left jaw. D. Clark, Brand Reader, Cluny. 22

insurance The aim of the advertising manager is to buy the largest possible circulation among persons who may be interested in his product. Every manufacturer has certain net charges which must be paid out of the receipts from the business, and the larger the volume of business that can be created the less per article is charged for the payment of overhead costs. This volume of business is obtained only by creating a demand for the goods, and it is most quickly and cheaply done by direct appeal through the newspapers.

The same principle which obtains in the case of the general advertiser can be applied in the business of the smallest merchants. The quicker the turnover which a dealer is able to make the sooner his profit is obtained and the cash is put in the till for new purchases. Advertising of the practical kind will help to make quicker sales and more frequent profits. The result is that the retailer, with the aid of the general advertiser,



Give it new SPEEDWAYS TODAY

If your tires are old they'll give you trouble—soon! Buy Speedways now and enjoy every ride in your car. They are genuine Goodwears.



MacCALLUM & SMITH GLEICHEN, ALBERTA,

is able to maintain standard prices quality in the widely advertised articles.

U.G.G. Binder Twine

When you buy U. G. G. Binder Twine you count on the same satisfactory service you have learned to expect when you market your grain through United Grain Growers.

Buy U. G. G. Binder Twine.

Deliver your grain to

UNITED GRAIN GROWERS LIMITED
Elevators at: Gleichen, Arrowwood, Shouldice, Cluny, Namaka.

Order your

| | |
|---------------------------|-----------------|
| LETTER-HEADS | STATEMENTS |
| BILL HEADS | ENVELOPES |
| TAGS | TICKETS |
| LOOSE LEAF ACCOUNT SHEETS | |
| CARDS | WINDOW CARDS |
| MEMOHEADS | DOGGERS |
| RAFFEL TICKETS | DISPLAY POSTERS |
| SHIPPING TAGS | BUSINESS CARDS |

—In fact anything in the line of printing—

from The Call

